



April 2004

## US COMMERCIAL SERVICE OFFERS LAST CHANCE TO HAVE PRESENCE AT K 2004

Dear Plastics Industry Executive,

The world's largest triennial international trade show for plastics and rubber, "K" will open its doors on October 20, 2004. The last "K" in 2001 attracted 2,872 international exhibitors, and 227,934 visitors. 146 U.S. firms exhibited at K' 2001. Like previous "K" Shows, K' 2004 will be fully booked. The US Commercial Service has negotiated a special way to give you a unique, low cost base of operations at the K.

This platform, known as our "Corporate Executive Office" or "CEO" provides you an opportunity to promote your business for four full days at a much lower cost than exhibiting. The CEO is a fully equipped business center on the fairgrounds from which you can work the show and arrange meetings in an environment conducive to making deals.

You will be assigned your own personal multi-lingual assistant who will work exclusively with you during the CEO to arrange a daily schedule of meetings with high-potential business partners and potential distributors. In close proximity to the show floor, your shared office center includes a table with seating for four people, shared telephone, fax, copier, internet access and refreshments. Of course, the US Commercial Service Dusseldorf industry sector specialist and commercial officer will be there to counsel and assist you with all aspects of your K CEO participation. The cost of your CEO participation will be based upon the final number of participants but will be computed for U.S. government, cost-recovery only.

Interested?

If so, please complete the enclosed questionnaire and fax it to us immediately for more information. Interested firms will be served on a first come, first serve basis. Space is limited! Should you have any questions, please feel free to contact our plastics specialist Kirsten Hentschel, directly, at: e-mail: [Kirsten.Hentschel@mail.doc.gov](mailto:Kirsten.Hentschel@mail.doc.gov), phone: 011-49-211-737-767-30.

Sincerely,

Edward Fantasia  
Director